

CUSTOMER BARRIERS AND PRODUCT DISPOSITION IN PROBIOTIC MARKET- A CASE STUDY OF YAKULT IN INDIA

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ABSTRACT

Probiotics are bacteria, which when consumed as food enhance our digestive system as well as immunity. Probiotics market in India is at a nascent stage, and for Probiotic giants like Yakult who have established a great empire in other Pacific and Asian countries, to establish in the Indian market would require an analysis of consumer demands and strategic means to break past these consumer barriers. This study, covers the various challenges faced by Yakult while creating ground in the Indian market, and the various marketing strategies adopted by them while dealing with these challenges. Also, this study reviews the impact of the subsequent marketing strategies of Yakult on the Indian population.

KEY WORDS: Probiotics, Yakult, consumer barriers, marketing strategies

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